



for Economical Transportation

CHEVROLET

The World's  
**BIGGEST**  
Automobile at  
such low prices

**THE** sensational popularity of the Bigger and Better Chevrolet is due in great measure to the fact that it is the biggest automobile in the world available at such amazing low prices.

The 107" wheelbase is of vital significance in a low-priced car. For it means that the buyer can now secure the balance and roadability that only a longer wheelbase can provide—plus the restful comfort of ample room for both driver and passengers.

Come in for a demonstration—and bring the family along!

The COACH

\$585

The Touring \$495

or Roadster \$595

The Coupe \$675

Sedan \$695

The Convertible Sport \$715

The Imperial \$715

Landau \$715

Light Delivery 375

Truck Utility 520

All prices f.o.b. Flint, Mich.

### Girl Reporter Visits P. E. Shops; Beauty Parlor for the Red Cars; Put Marcel Waves in Armatures

By MADAME X

Well, I just got back from a little trip down to the P. E. Shops to see what they had to offer in the way of thrills and they had plenty. Nothing flashy, like the Columbia Steel, exactly, but plenty of spunk to it anyway.

Goah, I was awfully scared when I went into their pretty office building, afraid they wouldn't hear tell of me being around. You know, you read so much about what pests newspaper reporters are that when you run into something impressive, you lose your cocky attitude and get downright wobbly in the knees.

Well, anyways I got the little slip of paper what says I was entitled to see all there was, and with a nice little man for guide, ballyhoo man, flunky, or what did you have for lunch, mere subjects began to take on importance.

Scenery Is a Hit  
The very first thing one notices is the good looking buildings. They look so clean and pretty you expect everybody to be running around in white, and telling you to be careful and not track in any dirt. Shrubs and everything are growing around, and ivy running all over the place—just spilled all over the buildings.

Now we're going into one of them. The control room, I understand, and here's where they make and repair the parts that control cars and the busses. Oh, I forgot to tell you that I'm going through the Pacific Electric shops, and they're the firm that owns all the red cars that run between towns and take people where they want to go. These shops are located in Torrance, and here is where they repair the cars for the entire system.

Of course they have emergency repairs in other places, but Torrance is the location for the main place. Now that you understand, I'll go back to the control room. The first thing I lamp is the biggest armature you ever saw. Of course you all know what an armature is, and if you don't just burn one out in your car some time, and the garage man will tell you what it is, and make you understand it with dollars and cents.

Wish you wouldn't make so much noise—you keep making me get off the subject—ANYWAYS one little tiny armature that goes in a car costs more money than it ought to, and IMAGINE what one of those big ones would set the company back. My curiosity got the best of me, and the man said \$1500 each!

Listen, Big Boy.  
A man just came over and said he'd take me to the largest motor they had—and he did. It holds FOUR armatures, (\$1500 ea.) at

250 horsepower each, and they park the engine in the big locomotives that haul freight. They have all kinds of funny machines in this place. Here's one that grinds the flat spots out of car wheels. You know, two things I could never understand—why a car had to "limp" in when it got a flat spot on the wheel, and what made the flat spot to begin with.

And this machine that puts wheels on the axles and takes them off—

Back in the blacksmith shop there's a big hammer just pounding away on some red hot steel. How'd you like to get your finger it there—it only mashes to the tune of 1500 pounds or so.

She Is Mistaken  
There are a couple of bulldozers back there—I never did get it through my head what the big idea was, (p.s. these are machines).

Upstairs is a little place where girls wind armatures—seems to be about the only thing needed around this joint. On the way out, I am shown an oven, where they dry the moisture out of these armatures.

The man gallantly swings the door open, and although I felt a rush of heat, I hardly realized what it was all about until I stepped inside, then I quietly, but with more rapidly stepped out again. I didn't know—maybe he's an oven of mine, and was just waiting for a chance to cook me. Anyways, the door might slam shut, and I never did fancy being cremated alive.

Like a Beauty Parlor  
Out again, and over to the welding department—couldn't see a thing, because they had tin screens around all the welders so people wouldn't look at them.

The mill room was next—couldn't tell much about it—guess I'm too young to know all about those things—anyhow there seemed to be a lot of shavings in spots, and one man was holding a board and boring a lot of holes in it—just putting holes all over it. Another man was running what looked like a "4" by "4" by "steer feet" through a machine, and when it came out the other side it had a trough in it.

Went up to the upholstery room next and saw how they take down seats and make them over. Then right across the hall were a couple of women making window blinds for the cars and busses.

A Jumping Machine  
Downstairs again, and here we saw a machine filing a saw. It would file a couple of times, and then jump—I'll bet it was plenty sharp when they got through tho.

I began to feel my teeth getting on edge, and all the accompanying joys, and looked around to see a man calmly filing away on a hand saw. Great Jupiter! Does that man sit all day and listen to that? How in the world can he stand it, when being here just a few seconds puts my teeth on edge? "He wears false teeth," the young man answered. Well, that's one way to solve the problem.

Over here in a little nook a couple of men seem to be making bright ones out of dull ones. No they don't run a tutoring school, they are polishing fittings for the cars. They shine harder than a new dollar when they get through with them.

The Wrecked Ones  
Now we enter the carpenter shop—where cars are housed for repair that have featured in wrecks of various kinds, and in many places. Here, evidence of grim tragedies are being erased by the skillful hands of workers. New iron for the powerful cars, new steps, anything that has been demolished is replaced here. Memories of that dim foggy morning about a month ago when two P. E. cars telescoped on the San Fernando road were recalled when I saw the two cars there being repaired. They seemed to me very much like two dogs, who have run away from home for a week or two, and return to the safety of home shaggy, bedraggled and broken, but unashamed.

How I wished that the cars could talk, and tell me all about it—yet on second thought glad they can't, for the tale might be an extremely gruesome one.

Another car, in a wreck with an

automobile, and returning to the fold for new steps, and minor repairs. And yet another car, bearing dents in the top, and broken glass throughout, that turned over on the sharp curve just outside of Pasadena on the San Herdo, Pasadena line. It seems the car was traveling at the high rate of speed—20 miles an hour—when 5 miles an hour was the maximum for making the curve with safety.

Yes, those cars have LIVED, and participated in exciting events, only they can always come back to the "hospital" and come away as good as new.

Then They Paint 'em  
After the car is all repaired, it goes to the paint shop and receives a new dress. The P. E. has adopted a new style of painting the cars, and instead of the highly lustrous kind, they have the red non-lustrous. Very pretty indeed, but so far they are using it only on the metal-cars.

In the paint shop, I also got to see the very first two Los Angeles Motor Coach busses in their new colors. They are yellow, with a green stripe running around the middle. Think everybody will like to show us the most interesting part of the oil room, so out we start. Saw a set of scales and had to get weighed. Still weigh 108 as usual, don't know why I wasted the time to get weighed, except it didn't cost me anything.

Now outside to wait until they open up the cellar doors—they do look just like the old cellar doors grandmother used to have, only they're miles bigger, and more of them. Open at last, and we walk down the runway. What style they put on down under the ground. Here is a big gate all padlocked, and what do you think it is? Wrought iron! The only thing, they have it all painted up nice and black instead of leaving it antique looking.

Inside, the tanks are simply huge—these are the tanks attached to the little pumps downstairs, and they are all painted white and look so pretty! The color scheme is completed with pipes of goldenrod yellow, and royal blue, with a little jungle green mixed in. Really it is very attractive.

A Room for Nuts  
Just one more building I'm going to take you through: this you will have seen it all. This is the warehouse—shelves and more shelves of bolts and nuts, and all dusted and everything. If lots of women would see those shelves they would blush to the shade of a red rose, thinking with shame of the cupboards they'd left at home. (I'm not saying whether I blushed or not).

Guaranteed paint, \$2.65 gallon. Consolidated Lumber Co., Torrance. adv.

1/4 OFF

All Straws, Panamas, Leghorns, Toyos, Etc.



Torrance, Calif. **SANDY AND SCOTTY** Next to First National Bank  
Men's Clothes for Work, Dress and Play

## MAJESTIC RADIO

Service in a radius of 40 miles.

Seaside Electric

63 S. Magnolia Ave. Phone 675-263 Long Beach, Calif.

## Torrance Motor Co.

Salesroom at DAY & NIGHT GARAGE 1606 Cabrillo Ave., Torrance Phone 127

Walter W. Heine Gardena, Calif. W. A. King 2748 Redondo-Wilm. Blvd., Lomita

QUALITY AT LOW COST

# Does Advertising Pay?--Read This--

J. W. BARNES COMPANY Torrance, California

June 29, 1928.

Mr. Grover C. Whyte, Gen'l Mgr., Torrance Herald and Lomita News, Torrance, Calif.

Dear Mr. Whyte:

I would indeed be ungrateful if I left Torrance without expressing my thanks for the helpful co-operation given Mr. Barnes and myself in preparing the advertising of the J. W. Barnes Company Quitting Business Sale, and in acknowledging the exceptional results obtained by the advertising.

In figuring up the costs, we have found that the advertising of our Quitting Sale, ran LESS THAN TWO PERCENT of the volume of sales. This low cost in comparison to the business that the advertising brought us, is almost without a parallel in my 15 years experience both as manager of retail establishments and in my recent work as advertising sales manager.

I was truly surprised to find that you were able to set up our advertising as attractively as metropolitan dailies, and I wish to compliment you and your able staff of printers for the care and attention given our copy.

I wonder if the merchants of Torrance realize the high type of newspaper they have in their city and if they are profiting by the increase in sales that results by using regular space in its advertising columns?

Mr. Barnes wishes to join me in my sincere thanks and best wishes for your continued success, which we are sure you so richly deserve.

Sincerely yours, SOL W. MEYERS.



### RAIN!

No business to-day. Expenses profitless. Let us insure you against RAIN INSURANCE. See this agency before your next outdoor event or sale.

L. B. KELSEY  
1405 Marcellina Ave.,  
"Where Insurance is Not a Sideshow"  
Torrance Phone 135-M

## The Twentieth Century Housewife



THERE are still a few old "die-hards" who talk about the good old days when woman's place was in the home. Too little time spent at home—too much time "bridging" and "clubbing" is their complaint.

Yet the average today of clean, well-kept homes, of well-cooked, properly-balanced meals, of bright-eyed, well-groomed, decently-mannered children, is beyond question the highest in the history of this or any other country.

"Come out of the kitchen, Kitty," is the keynote of the century. Increased knowledge and efficiency—labor-saving, time-saving conveniences, are all contributing toward this worthwhile development.

Perhaps the most unsung and unhonored of all such devices is the Ice Refrigerator. In many homes where work still crowds, time presses and nerves fray, the proper use of the Ice Refrigerator is still to be made known and recognized.

The message of the Twentieth-Century Housewife to her sister who has not quite caught up in this—"Ice Refrigeration saves work—saves energy—saves its own operating cost—all the year around."

Ask us to demonstrate this to you.



### Ask Him

ICE will keep all of your foods better and longer than any other method. The Ice salesman who serves you has intensively studied the simple methods used to get full value from Ice Refrigeration. Ask him for your copy of the little booklet entitled "Getting Your Money's Worth," which explains how to store all foods in your Ice Refrigerator.



## THE UNION ICE COMPANY

423 West 18th St., San Pedro, Calif. Phone Torrance 193-R

Ask the ice Salesman who serves you regarding the good refrigerator he sells at extremely reasonable prices.

ICE IS KING OF ALL REFRIGERANTS FOR THE HOME